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# A Personal Privacy Risk Assessment Framework Based on Disclosed PII

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**Abstract:**  
Protecting personal identifiable information (PII) is essential for privacy and data protection. The leakage of PII can lead to privacy and safety issues like personal embarrassment, workplace discrimination, and identity theft. Driven by privacy laws and regulations, business is becoming more diligent in privacy protection when handling PII. Individual users, on the other hand, are free to produce and share content online that might contain sensitive information. This paper proposed a personal privacy risk assessment framework from the user's perspective. The risk score would help PII owners assess their privacy risks so that they can more actively control their information release and protect their privacy.

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 Contents**I. Introduction**

PII or Personally Identifiable Information is any information that permits an individual's identity to be directly or indirectly inferred, including any information that is linked or linkable to that individual. Examples of PII that directly identifies an individual include name, address, SSN, phone number, email address, biometrics, etc. Examples of PII that indirectly identifies an individual may include a combination of gender, race, birth date, and other descriptors.

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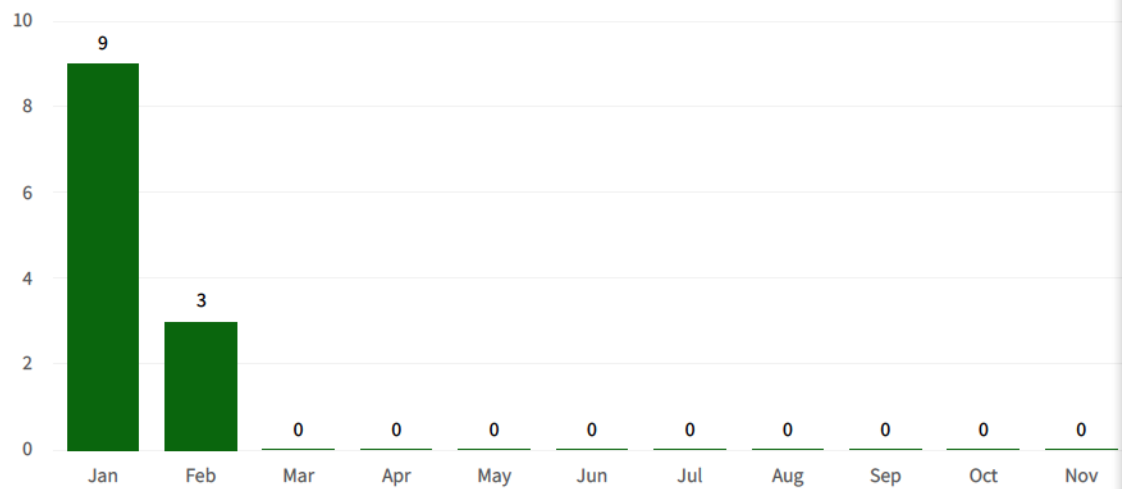
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